

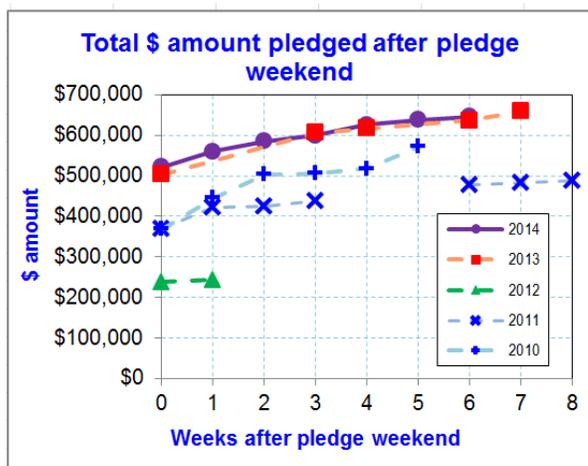
Stewardship & Building-to-Serve report, intended for the Church Council meeting of Jan. 5, '15.
 Al Brunsting, Chair of Stewardship & representative of Building-to-Serve appeal.

Let me use questions & answers.

Q1. How does the total \$ amount pledged in 2014 for the 2015 budget compare to similar \$ amounts in previous years?

A1. The total \$ amount pledged in 2014 is nearly the same as last year at this time. See the 2014 & 2013 trends in the plot. 6 weeks after pledge weekend is Dec. 27 – 28, '14.

Also, the amount pledged this year & last year exceeds the average pledged for 2010 – 2012 by 25%. Over the last two years the congregation has been especially generous. In 2012 our congregation was also generous in their response to the Top-Off appeal.

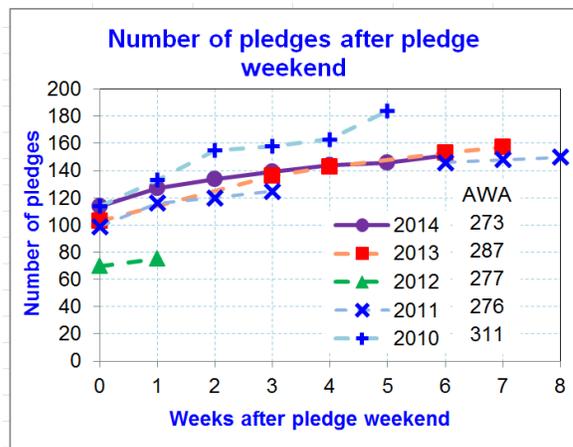


Q2. Does it appear that the building appeal had any effect on the pledges for the operating budget?

A2. No. The trends for 2013 (no building appeal) are nearly identical to those of 2014 (with a building appeal). See the graph above for A1.

Q3. How many pledges do we have now?

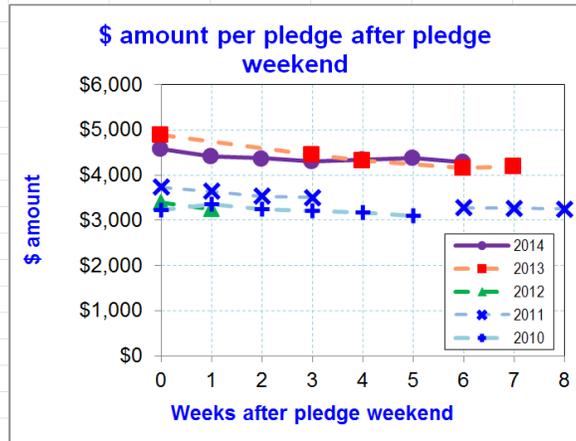
A3. As of Dec. 28, 151 pledges have been received. Here is what the trends look like:



Again we can see that 2014 is nearly the same as 2013. AWA is average worship attendance. Year-to-date for 2014 AWA = 273 and for the same period last year AWA = 287.

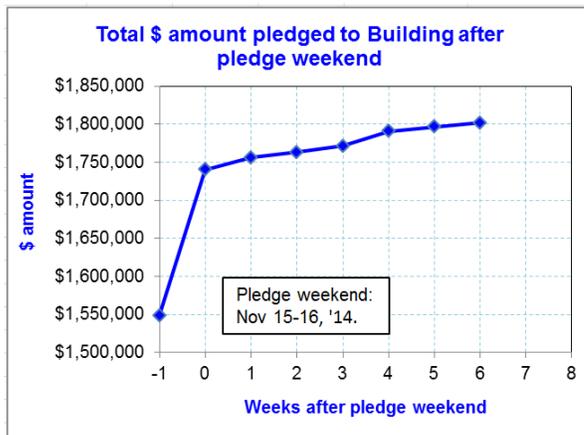
Q4. What is the \$amount per pledge and what does that trend look like?

A4. At the 6th week for 2014 that amount is \$4,281. Below are the trends. Again, here is another indication that this year is nearly the same as last year. I find it amazing that there is no indication that the 2014 Stewardship pledges were affected by the building appeal.



Q5. What are the \$amounts for the building appeal?

A5. At the 6th week for 2014 (Dec. 28, '14) that amount is \$1,801,697. Here are those trends:



Q6. How did you deal with the non-responders?

A6. There were 44 people who were judged to probably be friendly to a prompt. People from the Stewardship team and from the Building-to-Serve team contacted those people by phone and by a hand written note. Our team unanimously agreed with an approach and message, originated by Rich Fleming.

Q7. How much is pledged for 2nd mile giving?

A7. At the 6th week for 2014 (Dec. 28, '14) that amount is \$47,602.

-- Al Brunsting